

## Local Food Promotion Program (LFPP) Final Performance Report

The final performance report summarizes the outcome of your LFPP award objectives. As stated in the LFPP Terms and Conditions, you will not be eligible for future LFPP or Farmers Market Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by LFPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to LFPP staff to avoid delays:

LFPP Phone: 202-720-2731; Email: [USDALFPPQuestions@ams.usda.gov](mailto:USDALFPPQuestions@ams.usda.gov); Fax: 202-720-0300

Should you need to mail your documents via hard copy, contact LFPP staff to obtain mailing instructions.

<b>Report Date Range:</b> (e.g. September 30, 20XX-September 29, 20XX)	October 1, 2015 through March 31, 2016
<b>Authorized Representative Name:</b>	Jimmy Ng
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<b>Recipient Organization Name:</b>	Housing Authority, County of Los Angeles
<b>Project Title as Stated on Grant Agreement:</b>	The Growing Experience Food Hub Exploration and Planning
<b>Grant Agreement Number:</b> (e.g. 14-LFPPX-XX-XXXX)	15LFPPCA0001
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Long Beach, CA
<b>Total Awarded Budget:</b>	\$21,819

LFPP staff may contact you to follow up for long-term success stories. Who may we contact?

☒ Same Authorized Representative listed above (check if applicable).

☐ Different individual: Name: \_\_\_\_\_; Email: \_\_\_\_\_; Phone: \_\_\_\_\_

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by LFPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.
  - i. Goal/Objective 1: Determine the feasibility of establishing a food hub at The Growing Experience.
    - a. Progress Made: Preliminary research was made pertaining to local city ordinances surrounding establishment of a food hub enterprise onsite at The Growing Experience. The City of Long Beach Health Department and Business License office were contacted, resulting in favorable circumstances related to setting up such an enterprise. Presentations were made to community groups attended by residents of communities which would be served by the establishment of a local food hub. Responses from over 500 residents in attendance in 10 community groups representing different areas of the city were favorable in pursuing the concepts presented.
    - b. Impact on Community: In addition to English, the meetings were translated and conducted in multiple languages including Spanish, Khmer, and Tagalog, to engage as many of the representative individuals in each respective community, as possible. Translations were done during live presentations verbally as well as written in surveys. In so doing, no group felt excluded from the opportunity to have their voices heard and perspective included in providing survey feedback. The local councilperson for the district was supportive of the initiative to establish a food hub, the first of its kind in the city. His office reached out to community constituents for additional feedback.
  - ii. Goal/Objective 2: Research logistics of operating a food hub enterprise
    - a. Progress Made: An effort to understand the current food landscape in the City of Long Beach was necessary to get an idea of what model the food hub enterprise would take. Outreach was conducted to ascertain the current food system’s strengths, weaknesses, and potential areas to improve upon. A comprehensive inventory of the current food landscape was conducted, showing a dearth of locally produced food options available for the community. The inventory found there were limited opportunities to produce adequate supplies of local foods with city limits, especially for production of fresh fruits and vegetables. There were several small-scale value-added producers but operating at a very limited scale.
    - b. Impact on Community: The direct impact on the community for this goal/objective was limited, as it served more as an informative step to understand the existing local food system. It did reaffirm the need for a food hub enterprise and assistance to scale up operations.
  - iii. Goal/Objective 3: Develop a business plan

- a. Progress Made: Upon feedback from community group meetings and an inventory of the existing food landscape, a preliminary model for the food hub started to emerge. It would consist of sourcing agricultural foods from regional producers and assisting local producers with increasing capacity. However, the scope and limited duration of this planning grant precluded the opportunity to establish a fully developed detailed business plan. With the data and feedback gathered from outreach to regional and local food producers and community members who would be customers, it is projected that a detailed business plan can be developed as part of the next phase of establishing a food hub during an implementation plan.
    - b. Impact on Community: The impact on the community during this phase was not direct, as it served more as a planning tool to analyze feedback and inform on decisions going forward.
  - iv. Goal/Objective 4: Conduct outreach and marketing to source local and regional food producers
    - a. Progress Made: Surveys were developed by consultants, Long Beach Fresh, working with and under direction from Housing Authority's Growing Experience staff. Separate surveys were developed for local and regional producers, referred to as "seeders" or those who grow fresh vegetable and fruits, raise animals such as chickens and livestock, aquaponics farmers, and produce eggs. There were also surveys developed for value added producers, such as honey, cheeses, pickled vegetables, and jams. Surveys went to over 30 producers within a 100 mile radius, with results coming back from a wide range of existing vendors within Los Angeles County, and a handful of "hobby" producers who wanted to potentially become a part of the food hub.
    - b. Impact on Community: A wide impact on the community was made during carrying out this objective, as all producers in the local Long Beach community and greater Los Angeles region were contacted to ascertain their current operations and to offer our plan to expand their reach. It was a good opportunity to form a network of producers as they met and interacted during producer outreach meetings.
  - v. Goal/Objective 5: Conduct outreach surveys to potential customers
    - a. Progress Made: Surveys were developed for "eaters" or consumers of food, which essentially included everyone in the community. They consisted of 20 questions with multiple choice answers to make it simple and quick to respond to, but yet would convey important information about the respondents' current food consumption, eating/shopping habits, and needs. Surveys were distributed utilizing a wide range of methods, which included traditional community group meetings, door-to-door flyers, and online via targeted emails and social media posts.
    - b. Impact on Community: This objective reached a very wide cross-section of diverse communities throughout the City of Long Beach, who came together and learned about opportunities to increase local food access in their neighborhood. Over 500 people attended a series of community "town hall"

style meetings at different gathering points of the city, resulting in a great transfer of information on citywide efforts to increase local food access. A common message which resonated from a majority of the meetings was a desire to access more locally produced agricultural products, but a general lack of enough products available.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2015). Include further explanation if necessary.
  - i. Number of direct jobs created: N/A – planning grant
  - ii. Number of jobs retained: N/A – planning grant
  - iii. Number of indirect jobs created: N/A-planning grant
  - iv. Number of markets expanded: N/A – planning grant
  - v. Number of new markets established: N/A – planning grant
  - vi. Market sales increased by \$ N/A and increased by N/A%.
  - vii. Number of farmers/producers that have benefited from the project:
    - a. Percent Increase:

This was a Planning Grant of a limited duration of 6 months total, and with a primary focus to gather and analyze data to inform the decision making process, rather than directly implementing a project. As a result, some of the impact areas were not affected as of yet, such as creating or retaining direct and/or indirect jobs. Additionally, there were no new markets expanded or created, and no market sales. However, the data gathered provided useful insights to inform us on the decision-making process, as we plan for the next phase of an Implementation Grant.

One area where the intended beneficiaries of this grant, consisting primarily of low-income residents from Carmelitos Housing and surrounding Long Beach communities, were directly impacted is through their engagement during the community outreach phase. Their engagement commenced toward the beginning of this planning grant in October 2015. The intended beneficiaries were engaged at the beginning to get their feedback immediately which would inform us to make relevant decisions going forward to meet their needs. In so doing, residents felt they were directly part of the process and not an afterthought.

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

Through the scope of this planning grant, we reached out to a large cross-section of the Long Beach community. We partnered with community groups and organizations throughout the City of Long Beach, who all reached out to their respective networks and constituents, resulting in an exponentially expanded potential customer base. Surveys were developed and translated along with community group meetings being conducted citywide in multiple languages, including Spanish, Khmer, and Tagalog. Residents of the Carmelitos Public Housing Community received flyers door-to-door and had survey sessions conducted onsite to engage this population. All these residents outreached will be potential customers of a food hub that is created, who will expand the customer base.

4. Discuss your community partnerships.

- i. Who are your community partners?
- ii. How have they contributed to the overall results of the LFPP project?  
How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant?

The community partners on this grant included:

City of Long Beach Health Department, Healthy Active Long Beach Program (HALB) – HALB worked with TGE on reaching out to their constituent base to distribute the surveys about our food hub planning project. HALB staff facilitated getting surveys completed, results compiled, and returned to TGE. HALB will continue to promote and assist with planning and development of TGE Food Hub by providing staff to conduct outreach during community events sponsored by the City's Health Department.

To reach larger cross-sections of the community, we partnered with organizations to assist with distribution of surveys to their respective networks. These partners included Long Beach 8<sup>th</sup> District Councilperson Al Austin's office, Long Beach Community College, and California State University Long Beach. These partners were instrumental in helping us reach a larger, more diverse audience than we would have been able to reach independently. Going forward, these organizations will continue to assist us with sending out updates on our food hub planning progress, and engaging their constituent base.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project?

Long Beach Fresh – Principals from Long Beach Fresh, a local advocacy non-profit, developed surveys targeted toward all community members in the local food system, including “seeders” (farmers, growers, ranchers), “feeders” (chefs, value-added producers), and “eaters” (community members at-large). LB Fresh staff conducted targeted outreach meetings soliciting input from the various groups of the local food chain, distributed, and collected surveys. They did so via various media to reach different segments of the community, including social media, door-to-door canvassing, and community town-hall style meetings, and online.

Occidental College, Urban and Environmental Policy Institute (UEPI) – Staff from UEPI, an educational institution with a focus on local food systems and sustainability, compiled results from hundreds of surveys received from outreach efforts and partners. They established criteria and grouped responses, the results of which were analyzed. This was crucial to informing us during the decision-making process with specific directions and approaches to pursue in our food hub planning project.

6. Have you publicized any results yet?\*
- i. If yes, how did you publicize the results?
- ii. To whom did you publicize the results?
- iii. How many stakeholders (i.e. people, entities) did you reach?

\*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

The results of this planning grant, which showed overall positive community support for a food hub at The Growing Experience, were shared with community groups and partners during monthly community meetings. These meetings included a presentation by TGE staff at the Long Beach Alliance for Food and Fitness, the North Long Beach HEAL Zone, and Long Beach Health Department. Responses during the meeting were excitement at the prospect of Long Beach potentially getting its first food hub. The meetings were attended by city staff, community organizers, school representatives, and community constituents from throughout the City of Long Beach. In total, over 10 stakeholder groups with approximately 500 people in total were reached during the three community presentations.

7. Have you collected any feedback from your community and additional stakeholders about your work?
  - i. If so, how did you collect the information?
  - ii. What feedback was relayed (specific comments)?

By the very nature of this planning grant featuring surveys to the community, feedback was crucial to its success. We collected survey feedback during community outreach meetings, online surveys, email, and community events. At the outset of the planning grant, we were not entirely sure whether a food hub was something which would serve the needs of the community. Results gathered from the survey overwhelmingly supported the desire to pursue this further. Specifically, the detailed surveys provided opportunity for responders to shape how the food hub would take form.

Among some of the most informative survey comments included 1) access to the food hub, with strategic community drop-off points being a highly desired feature even with added cost for delivery/transport, 2) a food hub which offered locally produced specialty product options was desirable even if it were not a one-stop shopping option, and 3) affordability a consideration but not the biggest behind sustainability, accessibility, and local support.

8. Budget Summary:
  - i. As part of the LFPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report: ☒
  - ii. Did the project generate any income? No income was generated by this planning project.
    - a. If yes, how much was generated and how was it used to further the objectives of the award?

9. Lessons Learned:
  - i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).

The lessons learned from this planning project were all largely positive. There were no major obstacles during any phase of the planning cycle, from interactions with various city departments to ascertain municipal guidelines for establishing a food hub to outreaching producers, and potential customers. The information and feedback gathered

overwhelmingly showed support for establishing a local food hub, the first of its kind in the City of Long.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

Outcome measures were predominantly achieved, with the exception of developing a detailed business plan due to the limited duration of the planning period. However, with the data and information obtained through comprehensive surveys and analyzed from consultants, Long Beach Fresh and UEPI, there contains sufficient information to develop a model and business plan during the implementation phase of the food hub.

- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:

This planning project proceeded as planned, with the exception of not having sufficient time to fully develop the business plan. This could have been alleviated by having an additional staff person who could have dedicated some time throughout the planning timeline to developing the business plan as data and other information became available.

#### 10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.

Now that the planning portion of this project is concluded and overwhelmingly positive, it is the goal to move forward and proceed with the implementation of a food hub at The Growing Experience. The development of a food hub will create 1-2 community jobs coordinating the onsite activities, as well as potential connected jobs for approximately 10 vendors as they increase capacity and scale up. Several underserved communities with hundreds of residents in the City of Long Beach will be positively impacted through new improved access to locally produced agricultural products once the food hub is established.

- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?

The key to success during our planning grant was in comprehensive community outreach to get resident buy-in. At the beginning, staff at The Growing Experience could see there was a need to establish a food hub to increase access for underserved residents and to increase the supply-side food chain, but it was not a foregone conclusion that the community would stand behind it. Through concerted efforts with other community groups, it became clear there was a need and a desire, which we worked to fulfill. As we prepare for the implementation of the food hub at The Growing Experience, we will continue with open communication with the community to engage them in the decision-making process.